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Advertising Age

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50 YEARS 1930-1980

$1 a Copy; $30 a Year — *The International Newspaper of Marketing* • *In Two Sections. Section 1.* — *April 28, 1980*

C-P sets $49 million for Fresh Start

By NANCY GIGES

NEW YORK—Colgate-Palmolive's decision to invest $49,000,000 in advertising and promotion for the national launch of Fresh Start laundry detergent is indicative of new management's contention that the company's future lies in its traditional businesses.

Following the annual meeting here last week, Keith Crane, who added the title of chairman to that of president and chief executive officer, reiterated his philosophy that "we must spend time against basics." He told stockholders this means a revival of the "dynamics of the basic fundamentals that made this company great, [including] attention to product quality, to better creative media advertising and much more of it, attention to better selling and distribution methods, attention to business-building programs and area marketing." Last year media spending worldwide rose 9% to $273,000,000.

■ According to Colgate, Fresh Start is getting the biggest introductory budget in company history. Of the total, $19,000,000 is going into advertising and the remainder into promotion.

A company spokeswoman noted that the heavy promotion budget is "designed to generate immediate consumer trial to capitalize on the brand's extremely high conversion rate." In recent expansion areas, the brand has attained a share that puts Fresh Start among the leaders, the spokeswoman noted.

Colgate-Palmolive restructures to follow trend to less internal competition among brand managers. Exclusive report, Page 88.

The brand, which previously was in 60% of the country, is exceeding a 5% market share in many areas, making it Colgate's biggest selling heavy-duty detergent. Nationally, the market totals $1.8 billion.

In older markets, a Kenyon & Eckhardt-created campaign has just replaced introductory advertising. New commercials open with a song, "Start the day fresh, America, get a Fresh Start every day." Morning scenes involving fabrics include a man donning a t-shirt, a woman getting out a tablecloth. An announcer notes, "Now you don't have to wake up to the same gray dingy clothes. Fresh Start combines the best of powders and liquids to clean the gray even the leading detergent leaves behind."

Fresh Start is the first one-quarter cup concentrated granular detergent. It is packaged in a clear hard plastic bottle.

■ Commenting on Colgate's divestiture efforts, Mr. Crane expressed hope that he can soon announce the sale of its Helena Rubinstein subsidiary. Other companies that do not fit into Colgate's plan and have been or are being divested are Ram Golf, Leach Racquetball, Lum's and Ranch House Restaurants and Hebrew National. #

New FTC plan

President keeps kid tv issue alive

WASHINGTON—President Carter's personal intervention apparently has broken the deadlock over the future of the Federal Trade Commission.

The compromise reached suspends rulemaking on "unfair" ads for three years, but leaves a spark of life in the commission's children's tv rule.

Negotiators from the House and Senate were rushing toward the draft of a "final" bill last weekend after an Oval Office meeting where the President warned that he would not sign any bill that terminates ongoing FTC proceedings. Both congressional negotiating teams indicate agreement on a formula likely to be acceptable to the President, and there were predictions that the issues would be resolved before FTC runs out of operating funds April 30, barring a floor fight in either House.

■ The big battle over Congress' right to veto FTC rules apparently was resolved, with all groups accepting last week's Senate team proposal for a two-house veto procedure (AA, April 21). Rep. Elliott Levitas (D., Ga.), who led the fight for a one-house veto, indicates he will accept the two-house alternative "if it includes expedited procedures" that assure that veto motions are not locked in committee.

Another key compromise apparently involved the future of FTC's power to issue rules regulating advertising on the basis of "fairness" as well as the future of the children's ad rule. Ad industry groups, alarmed by FTC's attack on advertising addressed to chil-

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Ugly duckling fable with a new twist

A duck that was different from all the other ducks is taken home to the refrigerator in this tv "fable" from Carling National Breweries promoting its Red Grape and Apple Malt Duck. Campaign began April 21 in Greensboro, N.C., and moves to New York, Philadelphia and Tallahassee this week. Other markets will be added later. Agency is W.B. Doner & Co., Baltimore.

Life Savers tries saccharin gum

By NANCY GIGES

NEW YORK—Life Savers Inc. is aiming to breathe new life into the declining sugarless gum market by introducing what it terms a better-tasting entry called Supradent.

The move comes on the heels of a thrust in the sugarless candy/mint market, which Life Savers' senior vp-marketing Lawrence K. Hathaway claims has put his company in the No. 1 slot.

The new gum, available in five flavors, gets its better taste from the use of saccharin as a sweetening agent.

Supradent is the first major entry to return to saccharin, which most companies replaced with manitol and/or sorbitol two years ago, when animal studies indicated potential health risks.

Until that time, the sugar-free gum market had been growing about 25% a year. By the end of 1978, when the switch occurred, unit sales were down about 4%, and last year the market eroded another 14%. Major marketers recognize that the declines are due primarily to the inferior taste of the reformulated gums.

■ Mr. Hathaway said that his company believes consumers want the option of a better-tasting sugarless gum and will buy it despite the warning it must bear: "Use of this product may be hazardous to your health. This product contains saccharin, which has been determined to cause cancer in laboratory animals."

Supradent is now being presented to the trade. A campaign to break this summer has not been finalized, according to Mr. Hathaway. He said several copy approaches are still under consideration, and no decisions have been made on whether the advertising will be comparative.

Since Life Savers already markets the leading sugarless gum—Care*Free, with a 44% share—a comparative effort most likely would name archrival Trident, marketed by Warner-Lambert's

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DDB admits Heinz role

NEW YORK—Doyle Dane Bernbach has admitted that it participated in the H. J. Heinz Co. income juggling scheme by "prebilling and issuing bills that did not accurately or adequately describe services performed." In addition, DDB "at times received payment from the client."

The agency, one of eight agencies and marketing consulting companies that are part of Heinz audit committee investigation into improper income management practices, admitted its involvement in a 10-K report filed with the Securities & Exchange Commission.

The income juggling practices reportedly were arranged to assure Heinz U.S.A. managers that they would get their results-related bonuses even in lean times. When they met their goals in one specific period, the operating managers would pre-pay expenses to get a head start on the next period.

When Heinz learned of the practice, it notified the Internal Revenue Service and the SEC, and it asked its audit committee, made

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last minute news

Avis expected to award account to BBDO

NEW YORK—Avis Rent A Car reportedly is set to award its $15,000,000 worldwide account to BBDO International. Doyle Dane Bernbach currently handles Avis in the U.S., Canada, United Kingdom, Holland and Belgium. Local shops are employed in other countries.

Maybelline signs Lynda Carter for presenter role

MEMPHIS—Maybelline Cosmetics will launch its Moisture Whip skin care line April 29 at a New York reception that also will introduce Lynda Carter, star of the former "Wonder Woman" tv series, as Maybelline's new spokeswoman. Agency is Marschalk Co.

Watchman resigns as president of Swift & Co.

CHICAGO—Swift & Co. president-chief executive officer William Watchman Jr. is resigning his post at the key Esmark unit July 31, and

(Continued on Page 8)

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CC2001ACONGLIHAGN2 02115920013
F HAGEMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

Competitors hit movie tie

Getty cable plan draws fire

By MAURINE CHRISTOPHER

NEW YORK—Despite cries of "price-fixing," "antitrust" and "illegal-cartel," Getty Oil Co. and four top Hollywood movie houses are moving full speed ahead to launch their new pay cable satellite network (AA, April 21).

Negotiating one major obstacle with ease, Getcom Inc., which plans a Jan. 1 start, has leased a transponder on the much fought-over, crowded, No. 1 cable bird, RCA's Satcom I.

The Justice Department said it will investigate anti-trust charges leveled against Getty and its movie associates by the three largest pay cable networks. Their charges will be included as a part of a probe started in 1978 following complaints of excessive dominance in the catv industry by the top programer, Home Box Office, which claims more than 4,000,000 of pay cable's 6,400,000 subscribers.

Ed Taylor, president of Satellite Syndicated Systems, has sublet nighttime on transponder 21 to the newcomers for $5,000,000 a year. This provides him with capital for two uhf subscription tv start ups.

• Mr. Taylor will keep daytime for his advertisers-supported Satellite Program Network, but some SPN shows, such as the upcoming "Women's Channel" and "Video Concert Hall," may have to be shifted to Comstar D-2.

Current pay cable networks' charges of illegality against their prospective rivals stem mainly

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ABC, CBS plot fall lineups

By COLBY COATES

NEW YORK—The midnight oil was burning away along network row over the weekend as ABC and CBS entertainment execs strung together next fall's prime time schedules.

NBC executives, however, hied to the West Coast for their planning sessions. The latest word had NBC announcing on May 8.

Honors for being first out of the gate go to ABC, which unveils its schedule this morning at the Waldorf Astoria. Although some agency executives are more interested in seeing the final programing package than knowing just individual program titles, there was a flurry of guessing games late last week. More often than not, the hot program titles noted by one agency were the same ones being talked about elsewhere.

The hottest news about ABC was that "Mork & Mindy" might not return next fall. Reports that star Robin Williams is becoming "too uncontrolable" and is more interested in playing Robin Williams than "Mork" has ABC execs asking whether the ratings will outweigh the grief.

Two movie spin-offs, Paramount's "Foul Play" and Fox' "Breaking Away," were said to be among the strongest contenders for the ABC lineup. With Deborah Raffin and Barry Bostwick starring, the hour "Foul Play" was viewed as either an 8 p.m. or 9 p.m. show, possibly allowing ABC to insert it in a perrenial problem area, 8 p.m. to 9 p.m. Friday or Saturday. "Breaking Away," which some sources had seen as a possible solution to ABC's chronic Sunday 7 p.m. to 8

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When I play ball I play hard. Fast. Flat out. But I get so sweaty and dirty, even my mother wouldn't recognize me. That's why I give my body to Lifebuoy. Nothing powers away dirt, sweat and odor better. Lifebuoy gets me back to feeling fresh and clean. And gets me up with some solid deodorant protection. So why not give your body to Lifebuoy. You'll get a lot in return.
George Brett
KANSAS CITY ROYALS
LIFEBUOY
Give your body to Lifebuoy.

Safe Kansas City Royals star George Brett and other celebrities are featured in new print and tv campaign for Lever Bros.' Lifebuoy soap. SSC&B handles.

Nielsen study plays back videocassette data

By JAMES P. FORKAN

NEW YORK—A.C. Nielsen Co.'s new HomeVideo unit, in issuing its first study on videocassette owners, has come up with findings to please and concern those involved in or competing with the vcr business.

Dwight Cosner, assistant to the Nielsen Station Index exec vp, gave ADVERTISING AGE a preview of the report's data before shipping free copies to several thousand NSI and Nielsen Television Index advertiser, agency and station clients this week.

The executive, after formally unveiling the vcr presentation April 28 before the Radio & Television Research Council here, will note that nonclients can obtain the study for "giveaway" prices ranging from $50 (for those buying its pay cable reports) to $200 for most nonsubscribers and $750 for vcr marketers. Other reports on nonbroadcast media such as discs are likely, but "nothing is on the drawing boards," he said.

• Nielsen undertook the project for its own purposes, as well as to help its clientele cope with new technology. Advertisers want to know what effects vcrs may have on commercial exposures; broadcasters worry about impact on viewing patterns, and Nielsen wants to be sure its own methodology keeps up with changing technology, Mr. Cosner explained.

"There are lots of implications on our future methodology," Mr. Cosner said. Nielsen some day may issue special diaries to vcr homes to learn audience composition for shows played back after taping off the air. "The meters accurately record time and duration of off-air recording and playback," he said. "We know what's recorded, although we don't know what's played back." The meters already can distinguish between vcr's and videogames, so that's one less problem to worry about, he added.

Asking questions of greatest interest to advertisers and their agencies, Nielsen learned that "commercials were deleted [to some degree] by 14% of the vcr households using the pause control." But, Mr. Cosner emphasized, sponsors are not losing exposures entirely, since the commercials "had to be seen to be removed." Another 22% evaded "some or all"

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highlights

Monday, April 28, 1980

A panel of liquor and wine marketers discussed changes in industry advertising at Impact's annual seminar. *See Page 4.*

JWT names Ronald Sherman to head its new entertainment division. *See Page 6.*

Charles N. Blakemore names two as co-creative directors at Benton & Bowles, New York. *See Page 6.*

Newspaper publishers are getting several aspects of their trade organized nationally, some reported at the American Newspaper Publishers Assn. convention last week. *See Page 10.*

The U.S. Postal Service is delivering a heavy package to bulk mailers in its new plan that would sharply hike postal costs in that area. *See Page 12.*

Time Inc. decides to go ahead with *Discover*. *See Page 20.*

Media Access Project reports that heavy corporate spending washes away consumer group input on election referendum issues and backs up those claims with three case histories. *See Page 38.*

Texas Instruments isn't just talking about giving machines a new voice in the market—they're ready to help equipment marketers add vocal capabilities to their products. *See Page 38.*

Dow Jones & Co. chairman Warren Phillips discussed the company's 1979 performance and plans for 1980 at its annual stockholder's meeting. *See Page 46.*

Revlon becomes the focus of an attack by a group seeking to protect rabbits from Draize testing. *See Page 46.*

Alvin Toffler, international soothsayer and author of "Future Shock" and "The Third Wave," is interviewed on what the future could look like in advertising. *See Page 53.*

Electronics magazine, at age 50, has a record $1,350,000 ad revenue anniversary issue. *See Page 50.*

Hooper White looks at the animation offered by Hal Silvermintz and how it was used to explain a new numbers game in the Pennsylvania Lottery. *See Page 56.*

Alan B. Elzinberg explores the merits of being a follower as opposed to being a leader. *See Page 58.*

Gene Mahany looks at some of the newer entries in the promotional game—the airlines. *See Page 60.*

The Australian Broadcasting Commission—government-operated, highly credible and in need of money—wants the right to accept paid sponsorship of its programs. *See Page 62.*

During World War II, Australian agencies were asked to forsake their commissions on work done for the government. Decades later, that system remains intact; but not for much longer, if Australia's biggest agency gets its way. *See Page 64.*

The growing oriental noodle market has taken on a slightly different flavor—a touch of Americanization has been added. *See Page 70.*

Kellogg Co. is boosting its ad expenditures by 20% to keep its cereal and prepared food marketing apace, and has several new products ready to expand national. *See Page 84.*

Jordache Enterprises is working on lawsuits filed by two of the jeans marketer's former ad agencies. *See Page 84.*

Philip Morris Inc. faces the '80s with a positive outlook. *See Page 90.*

A Northern California bank says people lose by saving with it in a newspaper and tv ad campaign. *See Page 92.*

Section 2

Reaching today's youth can net big bucks and brand loyalty for advertisers, many of whom recognize that acceptance and popularity themes have a strong appeal. This week's Section 2 focuses on youth marketing in many of its most celebrated forms and several lesser known adjuncts, beginning opposite Page 48.

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NEWSPAPER AD EXPENDITURES—FEBRUARY 41

Vol. 51, No. 18—Advertising Age (ISSN-001-8899) is published weekly except semiweekly the third week in March, the first week in September and the third week in December at 740 Rush St., Chicago, Il. 60611. Second class postage paid at Chicago and additional mailing offices.

Taste

That's key to Schlitz drive

By JACQUES NEHER

MILWAUKEE—Despite stockholder complaints about the current advertising for Jos. Schlitz Brewing Co.'s ailing flagship brand, the company will continue to advance the "Go for it!" theme this year, while supplementing it with some "specialized advertising" that reportedly will feature president Frank Sellinger in taste test situations (AA, April 14).

New commercials already have been shot "that speak to the quality and good taste of Schlitz," chairman Daniel McKeithan Jr. told stockholders at the company's annual meeting last week. They will go on the air, he added, "as soon as the research is in." According to sources, the company had prepared some blind taste test commercials last year in which drinkers learned to their amazement that they had picked Schlitz, but the campaign was scrapped after pretesting in focus groups showed the commercials to be beyond belief.

Sources report that the new commercials, to run nationally through May, will feature Mr. Sel-

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FLASH REPORT: Newspaper advertising investment for February

Source: Media Records Inc.

FEBRUARY—1980 CATEGORIES	YEAR	IN MILLIONS 5 10 15 20 25 30 35 40 45 50 55	DOLLARS 1980	1979	CHANGE ACTUAL $ G OR L	% G OR L
Amusements	1980		$15,441,384	13,255,115	+ 2,186,269	+ 16.5
	1979					
Apparel & accessories	1980		7,417,736	7,607,355	- 189,619	- 2.5
	1979					
Auto supply, service shops	1980		3,790,366	3,573,009	+ 217,357	+ 6.1
	1979					
Building contractors	1980		1,056,799	916,678	+ 140,121	+ 15.3
	1979					
Building matls, hardware	1980		4,795,880	4,264,001	+ 531,879	+ 12.5
	1979					
Department stores	1980		35,902,365	36,898,779	- 996,414	- 2.7
	1979					
Drug stores	1980		3,432,792	3,362,997	+ 69,795	+ 2.1
	1979					
Eating & drinking places	1980		2,867,850	2,244,612	+ 623,238	+ 27.8
	1979					
Food stores	1980		14,379,463	13,142,470	+ 1,236,993	+ 9.4
	1979					
Furniture & furnishings	1980		23,979,438	22,929,491	+ 1,049,947	+ 4.6
	1979					
General mdse stores	1980		13,742,122	14,899,904	- 1,157,782	- 7.8
	1979					
Real estate	1980		7,724,287	6,221,043	+ 1,503,244	+ 24.2
	1979					
Shoe stores	1980		670,223	673,233	- 3,010	- 0.4
	1979					
Sptg & leisure time equipment	1980		3,039,083	2,335,056	+ 704,027	+ 30.2
	1979					
Public service utilities	1980		1,035,220	643,719	+ 391,501	+ 60.8
	1979					
Banks & trust companies	1980		2,524,264	1,902,933	+ 621,331	+ 32.7
	1979					

This Flash Report of newspaper advertiser investment, compiled for ADVERTISING AGE by Media Records, is derived from tabulations that cover 35 dailies and 25 Sunday editions in 15 cities—Atlanta, Baltimore, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Los Angeles, Miami, New York, Philadelphia, Pittsburgh, San Francisco and Washington. The report indicates marketplace strengths and weaknesses.

Public service utilities ads jump 60.8% in Feb.

NEW YORK—Public service utilities newspaper advertising showed a 60.8% increase in dollar spending during February, 1980, compared with February, 1979, according to the February Flash Report prepared for ADVERTISING AGE by Media Records, Inc.

Of the 16 categories monitored for AA by Media Records, 12 showed increases and four declined in February ad volume in the 15 cities whose newspapers are measured (see chart).

Department stores, newspapers' leading dollar category, dropped 2.7%. Of the remaining four categories in the top five dollar group (furniture and furnishings, amusements, food stores, and general merchandise stores), general merchandise stores showed a 7.8% dip while the rest gained.

■ Percentage gains of 15% or better were registered by banks and trust companies (32.7%), sporting and leisure time equipment (30.2%), eating and drinking places (27.8%), real estate (24.2%), amusements (16.5%) and building contractors (15.3%). #

Hewlett debuts computer

Hewlett-Packard's Corvallis, Ore., division is set to introduce a portable electric typewriter-size personal computer with national ad backing in *Scientific American*, the *Wall Street Journal* and technical publications via Dancer Fitzgerald Sample, San Francisco.

Hanes rolls Winteralls

Hanes Hosiery Underalls division, Winston-Salem, will launch its Winteralls brand nationally this September via agency Case & McGrath. Network tv will support the brand, which previously had been in test.

Govatos/Dunn moves

Govatos/Dunn, a Washington advertising agency, has moved to 441 N. Lee St., Alexandria, Va. The agency also announced creation of Govatos/Dunn Public Relations.

VENTURA ASSOCIATES, INC.
Sweepstakes & Promotion Design & Administration
200 Madison Avenue
New York, N.Y. 10016
(212) 889-0707

Awards controversy

This ad for The American Book Awards (TABA) is running in consumer magazines such as *Time*, *The New Yorker*, *New York*, *Book Digest* and *Playboy*. The first of four consumer and trade press ads, it explains the new book awards program, successor to the National Book Awards. Several of the nominated authors have asked to have their books withdrawn from consideration, charging that TABA is too commercially oriented. Herman & Rosner Enterprises, New York, handles TABA's account.

How to reach business all-stars without a major league budget.

You want to reach business executives and entrepreneurs. They're people on management teams with the money and the power to act on your advertising.

We've got your prospects. And your most efficient medium. In our local weekly business journals.

They're cost efficient. You stretch your dollar by talking to your best prospects, because our readers are almost exclusively professional and business leaders.

They lead in income. In investments. In decision making. In management.

Your advertising in Cordovan Business Journals reaches an executive audience. And we'd be glad to show you statistics to prove it.

Call the advertising department of one of our business journals. We'll help you get a solid base hit.

Cordovan Business Journals

Atlanta Business Chronicle (404) 325-2442, Dallas/Fort Worth Business (214) 692-5846, Houston Business Journal (713) 688-8811, Los Angeles Business Journal (213) 385-9050, San Diego Business Journal (714) 283-2271, San Francisco Business Journal (415) 552-7690, Seattle Business Journal (206) 522-9310

BEST COPY AVAILABLE

U.S. potential in French Africa unlimited

By RAYMOND FRANJOU

PARIS—If you go on a trade mission to French-speaking Africa, you will see American equipment and products there—but you won't see many, and that will surprise you.

A look at the figures shows American exports to French-speaking Africa account for less than 1% of total U.S. exports and that figure is decreasing.

But there is a market for American industries, and some U.S. companies are already well established: Equipment items, particularly equipment for public works (Caterpillar); electrical equipment (Motorola); transportation equipment (Beechcraft); data processing (IBM); electrical materials (Union Carbide); air-conditioning equipment (General Electric); food products (Africa buys U.S. orange juice and peanut butter, as well as cereals); synthetic textiles; paper; and tobacco.

▪ Consider which products France, itself, imports from the U.S. These items comprise a list of product areas in Africa, in which the French do not compete. There is also the fact of America's new energy sources (water pumps, solar energy), all of which are well adapted to Sahel (tropical) Africa.

Moreover, new French-speaking African countries produce oil. Algeria and Gabon are producers today, and tomorrow there will be Cameroon and Congo Brazzaville (both at more than 5,000,000 tons, and they export 3,000,000), and even the Ivory Coast (already rich thanks to cacao and coffee). Uranium is also produced, in Niger and Gabon. Tomorrow these new resources will be used to buy either equipment or food products.

While the American commercial presence is weak in this area on an over-all basis, it is variable, depending on the African countries in question. It is respectable in Algeria, whose per-capita GNP makes it an intermediate country with more than $1,000 per year per inhabitant, and in Morocco. Due to a political choice at the beginning of the century, Morocco is traditionally open to all exporters (per-capita GNP is more than $500 a year). The U.S. sells equipment to Algeria and Morocco, but could also export food products.

U.S. exports to the other French-speaking countries are very low even though some of these nations are not truly poor, with per-capita GNPs between $500 and $1,000: Senegal, Ivory Coast, Gabon, Cameroon, Congo Brazzaville, Tunisia. They all need equipment and food products. Others are very poor, with per-capita GNP of less than $500: Mali, Chad, Upper Volta, Benin, Guinea, Central African Republic, Togo, Madagascar, Zaire, Ruanda and Burundi. They can buy only small quantities of appropriate equipment, *i.e.*, solar energy equipment, while they lack money for buying food products—with the possible exception of cereals.

But if America sells so little, the reasons are not merely technical and financial ones. As Deputy Assistant Secretary of State for African Affiars Lannon Walker observed in Paris last December after returning from an African tour of French-speaking countries organized by the International Communication Agency (ICA), American businessmen have little experience in the African markets, where they are "subject to misadventures."

It is time for America to discover French-speaking Africa.

A varied composition

What do we mean by "French-speaking Africa," with its population of 135 million inhabitants? First there is French-speaking North Africa, the "Maghreb," i.e., Algeria, Tunisia and Morocco. Although these are Arabic-speaking countries, business is done in French.

Then there is French-speaking Africa south of the Sahara. People who are not French say West Africa and Central Africa; French businessmen say "Africa" for this region. The members are former French colonies. The currency, the CFA franc or, simply, CFA, meant French Colonies of Africa before becoming African Financial Community. Oddly enough, this Africa includes Madagascar in the Indian Ocean!

Finally, there is the new French-speaking Africa, in which not all the countries use French, such as Guinea-Bissau and Cape Verde (Portuguese-speaking), but in which others use it: Zaire, Rwanda, Burundi (all three formerly Belgian), Mauritius (in the Indian Ocean, formerly British), and Djibouti and Mayotte (formerly French).

As a matter of curiosity, Haiti in the Americas is part of the same agencies as French-speaking Africa; but French Guyana, French Antilles, New Caledonia, Tahiti, etc., are French territories.

The French system

In economic terms, the French are colonizers, They Frenchify and turn countries into "Little France." They do not distinguish cultural aspects from economic. They sell machines through schools and in marketing language, they sell a machine that speaks French.

There are 50,000 French teachers, outside of France (five times more than the U.S. has), 90% of whom are based in Africa, and two ministries, each of which has an embassy for one country, an aid and cooperation mission for another, several banks for aid credits and export credits, and specialized government companies for technical assistance by professional sectors.

Instructors, businessmen and government administrators all have a strong attachment to France and long experience of Africa (some of them were born there, as were their parents). From a technical viewpoint, they have good knowledge of the tropical soils, climate, appropriate equipment, and of the psychology of African industrial workers.

Afro-French ties were not broken when countries gained independence. Abidjan (Ivory Coast) had 10,000 Frenchmen before independence; now there are more than 50,000. Oddly enough, the French language and economic system are making progress in the English-speaking countries of Africa, as well. The currency of West Africa and Central Africa, the CFA, a stronger unit than those of its English-speaking neighbors, remains linked to the French franc (1F.CFA = 0.02 FF) at a fixed parity and there is no exchange control between the countries.

▪ Certain manufacturers in the U.S. have talked about a "French private reservation," and its impenetrability. There are two reasons why this is not the case. First is the fact that many of these African governments seek economic independence, and secondly, France is in favor of it. Perhaps France realizes it is not the best competitor in certain technical fields. Indeed, in many of these fields, France imports its own equipment from the United States.

The only real obstacles to American exports to Africa are lack of information and psychological misunderstanding.

In 1979, a U.S. trade mission went to Central Africa and came back without contracts—but then, none of its members spoke French correctly. Participants told me they "had not understood anything about African public administration copied from the French system," and yet they wanted to sell to the state.

▪ Take, by contrast, a small U.S. firm involved in data processing equipment which asked a French consultant to find a partner for it in West Africa. The consultant found three in a week.

These two examples are a good illustration of the commerical situation of U.S. companies in French-speaking Africa. American businessmen must understand the French-speaking cultural-economic complex. The idea that you can do business in English (the world language for business) is not true in this region and an attempt to sell to government agencies without an understanding of their structure and philosophy is bound to fail. Passing up the help of French companies and consultants is giving up a strategic trump card. #

Raymond Franjou is director for Africa of CEGOS management consultants, Suresnes (near Paris), which has branches in Algiers, Tunis, Casablanca, Abidjan and Libreville, with branches in Dakar, Yaounde and Douala in formation. Specialized departments for Africa include public management (organization of governments), business organization, training and technical assistance, and market surveys.

U.S. exports to Africa

(000,000)

	1978	1977		1978	1977
Egypt	$1,134.1	$ 982.4	Liberia	$107.8	$ 90.9
South Africa	1,079.6	1.054.4	Gabon (F)	96.6	29.6
Nigeria	985.4	958.3	Ivory Coast (F)	92.8	89.2
Libya	425	313.7	Canaries	91	84.6
Morocco (F)	406.4	371.6	Tunisia (F)	83	111.3
Algeria (F)	374	526.5	Zaire (F)	82.6	113.9
Sudan	156.8	87.1	Cameroon (F)	52.1	53.6
Kenya	137.7	76.2	Tanzania	48.3	38.7
Ghana	124.8	145.5	Senegal (F)	48.3	36.3

(F) French-speaking

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June 5 . .N.Y. . .Newsp. Special

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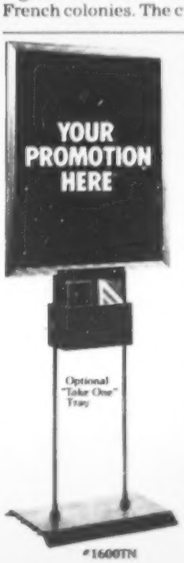

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O&M to launch Camels in China

WINSTON SALEM—Reynolds International recently announced the appointment of Ogilvy & Mather to handle advertising for the launch of Camel Filters in the People's Republic of China. The account will be handled by O&M's Hong Kong office, which already handles Camel Filters in Hong Kong and Macau.